

Ink title screen

Monkey See, Monkey Print:  
HP supplies vs. refilled cartridges

Starring Cheapo Chuck and monkeys with tools



PLAY ▶

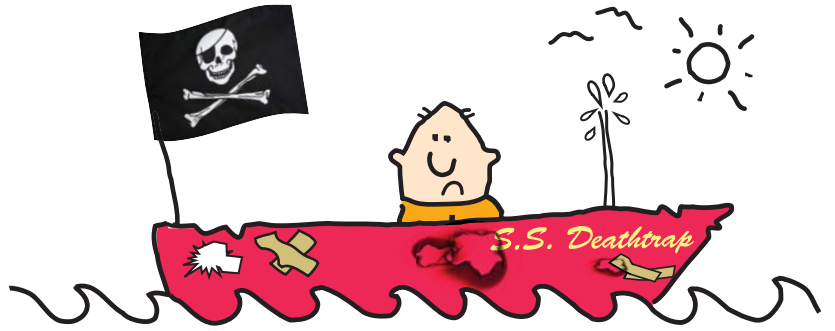


## Scene 1: Leaky rowboat

1

**MUSIC:** SEA CHANTY. ESTABLISH, THEN FADE UNDER (Killer Tracks CD # MAT141, Portland Bill, Alt: Killer Tracks CD# KT158, Marooned)

**VISUAL:** DISSOLVE TO CHUCK IN SINKING BOAT. A STREAM OF WATER IS SHOOTING UP FROM THE BOTTOM OF THE BOAT AS THE BOAT SINKS.



**ANNCR (VO):** Would you go to sea in a leaky rowboat just because it costs you nothing?

**MUSIC:** CROSS-FADE SEA CHANTY TO "JAWS" THEME (Killer Tracks, CD# ATMO569, Ocean Lullaby)

2

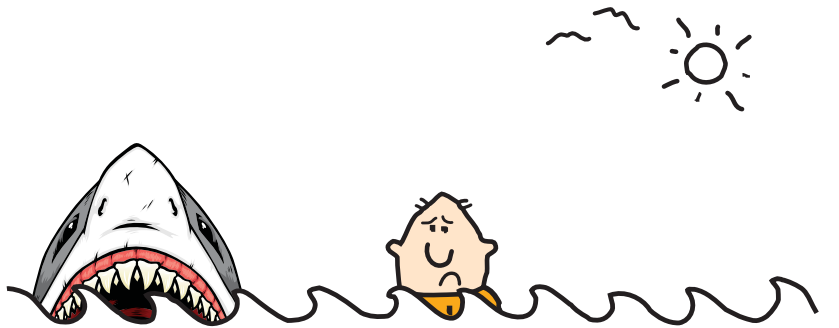
**VISUAL:** AS BOAT SUBMERGES, SHARK FINN SURFACE NEXT TO CHUCK. HE RAISES AN S.O.S. FLAG AND THEN LOWERS IT BACK INTO OCEAN.



**ANNCR (VO):** Well, only if you enjoy swimming with sharks.

3

A HUGE SHARK RAISES ITS HEAD OUT OF THE WATER.



4

CHUCK RAISES THE S.O.S. FLAG AGAIN, NOW WITH A BIG BITE TAKEN OUT OF IT.

**CHUCK:** (Whimpers)

**MUSIC:** FADE OUT ON DISSOLVE



## Scene 2: Bad contractors

**VISUAL:** DISSOLVE TO MONKEYS DANCING ABOUT WITH POWER TOOLS. MONKEYS DANCE, TWIRL, HOP ABOUT, LEAP OUT OF FRAME, ETC. AS MUSIC PLAYS.

**MUSIC:** SILLY THEME AS MONKEYS DANCE (Killer Tracks, CD #UBM2124, Crazy Elephant Rag, Alt: Killer Tracks, CD # KTV0003, Kids Cartoon; Alt 2: Killer Tracks, CD #ATMO5234, Magnus Pike)

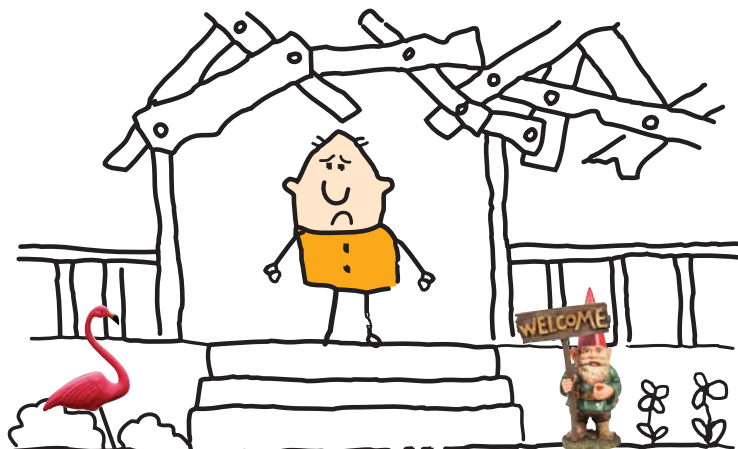
**ANNCR (VO):** Would you hire unlicensed contractors just because they're cheaper?



6

**VISUAL:** CUT TO CHUCK ON PORCH.

**SFX:** CONSTRUCTION SOUNDS—HAMMERS HAMMERING, SAWS SAWING, ETC.

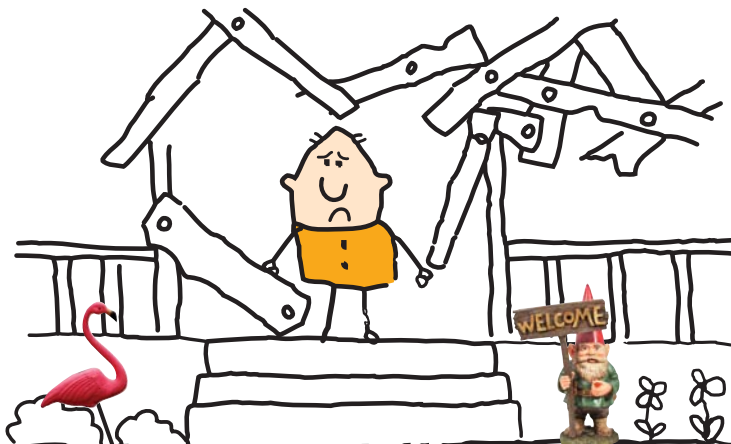


6b

PORCH ROOF STARTS TO SHAKE, AND A COUPLE BOARDS DROP OFF.

**ANNCR (VO):** Well, only if you want...

**CHUCK:** Uh-ohhh...



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**SFX:** EXPLOSION

**MUSIC:** ENDS WITH EXPLOSION

**VISUAL:** CUT TO HUGE CLOUD OF DUST. GNOME GOES FLYING ACROSS LOWER RIGHT OF FRAME.

**ANNCR (VO):** ...your new porch to collapse.



Scene 3: Enter HP

**VISUAL:** DISSOLVE TO CHUCK WITH OFFICE PRINTER. HE IS LOOKING AT DISPLAY PANEL.

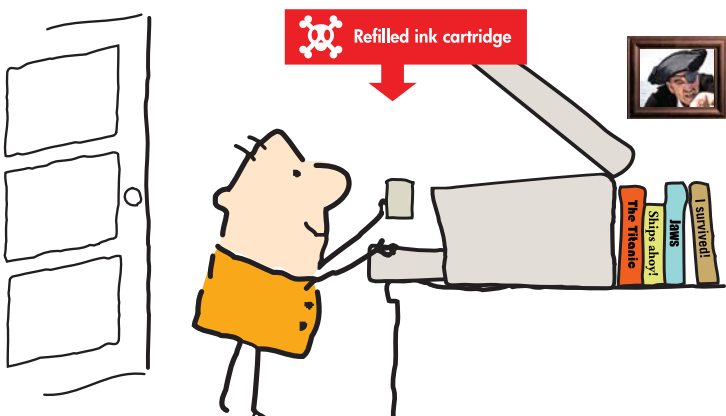
**MUSIC:** Killer Tracks, CD # MAT207, Curved Ball. (Alt: CHUCK HUMMING TO HIMSELF.



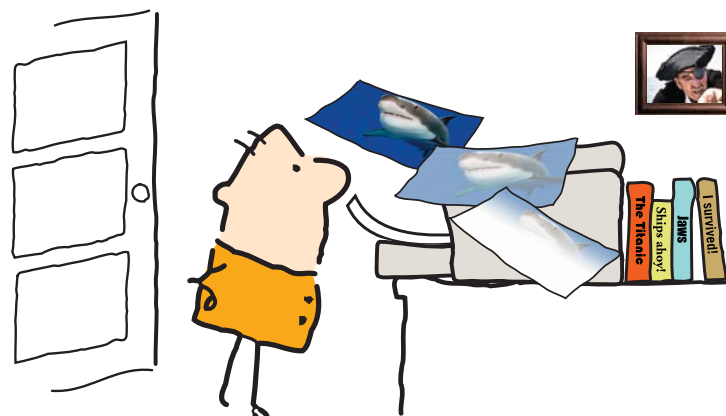
**VISUAL:** INTERCUT CU OF DISPLAY PANEL. IT READS: Replace ink



CUT BACK TO CHUCK AS HE LOADS REFILLED INK CARTRIDGE. BLINKING CALLOUT READS: Refilled ink cartridge.



PRINTER SPUTTERS OUT A FEW COPIES, EACH ONE MORE FADED THAN THE PREVIOUS ONE...



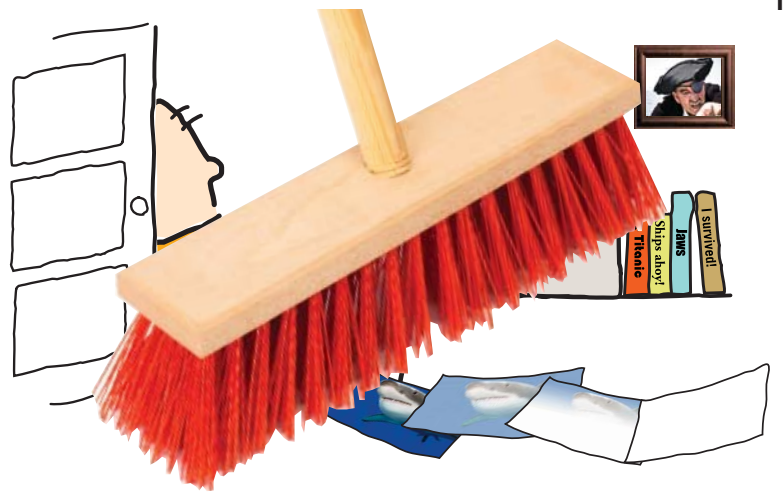
...THEN COUGHS.

**SFX (& MUSIC):** CHUCK STOPS HUMMING AS PRINTER COUGHS, THEN STOPS.



**VISUAL:** CHUCK EXITS, AND SELF-POWERED BROOM MOVES RIGHT ACROSS FRAME, SWEEPING UP WHAT ARE ONLY A FEW COPIES ON THE FLOOR.

**MUSIC:** BRING IN "HAPPY" THEME. BACK TIME SO IT ENDS ON CUE (SEE BELOW)



13

**VISUAL:** CUT TO CU OF CHUCK HOLDING UP AN ORIGINAL HP INK CARTRIDGE. FLASHING CALLOUT READS: Original HP ink cartridge.

**ANNCR (VO):** According to a recent QualityLogic study, Original HP ink cartridges...



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**ANNCR (VO):** ...print up to 65% more pages than bargain inks.

**VISUAL:** CUT TO WIDER SHOT AS CHUCK LOADS PRINTER.

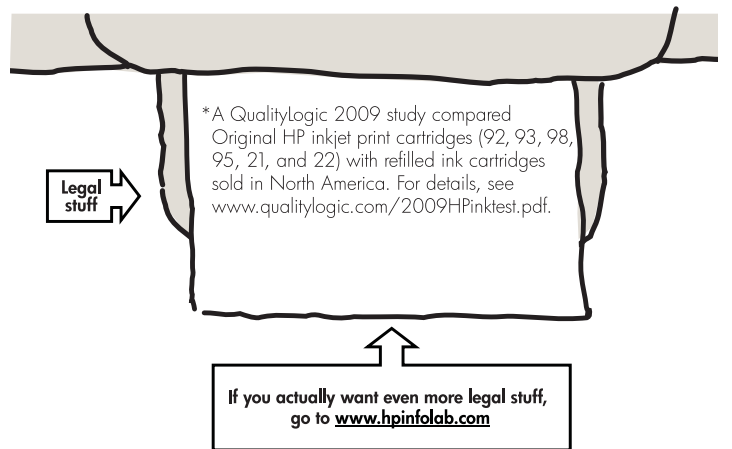


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**VISUAL:** CUT TO CU OF MANY PRINTOUTS AS THEY COME OUT OF THE PRINTER ONE AFTER THE OTHER. THEY DO NOT STOP. EACH IS PRINTED WITH SAME THE DISCLAIMER: \*A QualityLogic 2009 study compared Original HP inkjet print cartridges (92, 93, 98, 95, 21, and 22) with refilled ink cartridges sold in North America. For details, see [www.qualitylogic.com/2009HPinktest.pdf](http://www.qualitylogic.com/2009HPinktest.pdf).

FLASHING CALLOUT 1: Legal stuff. FLASHING CALLOUT 2: If you actually want even more legal stuff, go to [www.hpinfo.com](http://www.hpinfo.com).

**ANNCR (VO):** So remember...



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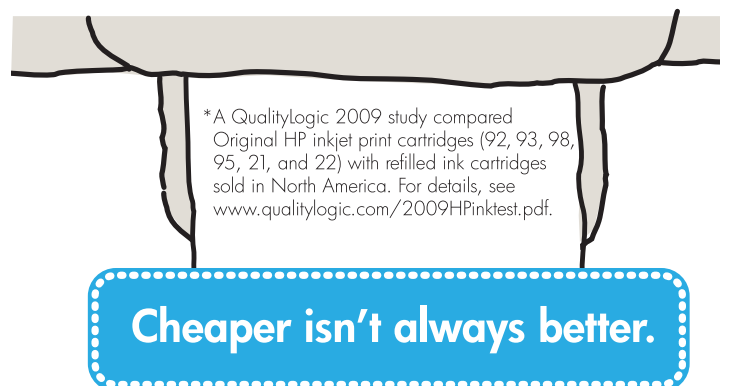
**VISUAL:** PRINTOUTS KEEP COMING

**ANNCR (VO):** ...cheaper isn't always better.

**SUPER:** Cheaper isn't always better.

**MUSIC:** HAPPY THEME ENDS

**MUSIC:** REPRISE MONKEY THEME.



17

**VISUAL:** CUT BACK TO CHUCK IN OFFICE, WITH CONSTRUCTION MONKEYS SWINGING UPSIDE DOWN FROM TOP OF FRAME.

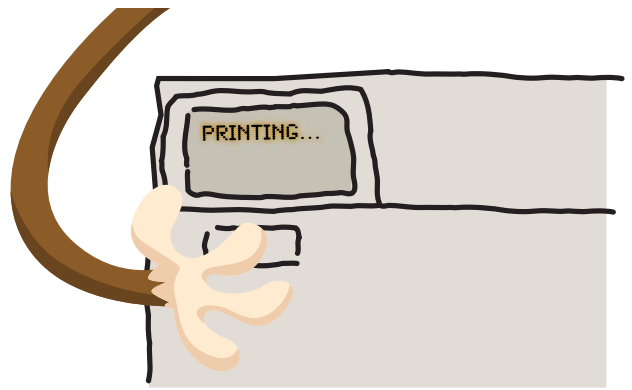
18



CUT TO CU OF PRINTER, WITH MONKEY PAW FURIOUSLY HITTING THE PRINTER BUTTON— CAUSING IT TO PRINT COPY AFTER COPY.

19

**ANNCR (AFTER LONG PAUSE):** Uh, you can stop now.



**VISUAL:** PRINTOUTS KEEP COMING. MONKEY FACE INTRUDES IN UPPER LEFT OF FRAME.

20

**ANNCR: (LONG PAUSE):** C'mon, guys, That's enough... really...that's okay.

**VISUAL:** FADE TO BLACK.

